

SECTION 3 *Questions 24-32*

Questions 24-27

Click the correct answer

24 Mark is going to talk briefly about

- A marketing new products.
- B pricing strategies.
- C managing large companies.
- D setting sales targets.

25 According to Susan, air fares are lowest when they

- A include weekend travel.
- B are booked well in advance.
- C are non-refundable.
- D are for business travel only.

26 Mark thinks revenue management is

- A interesting.
- B complicated.
- C time-consuming.
- D reasonable.

27 The airline companies want to

- A increase profits.
- B benefit the passenger.
- C sell cheap seats.
- D improve the service.

Questions 28-32

*Complete the notes using **NO MORE THAN THREE WORDS** for each answer*

Two reasons for the new approach to pricing are:

(28) and

(29)

In future people will be able to book airline tickets (30)

Also being marketed in this way are (31) and

(32)